

Data Set



# 202·A

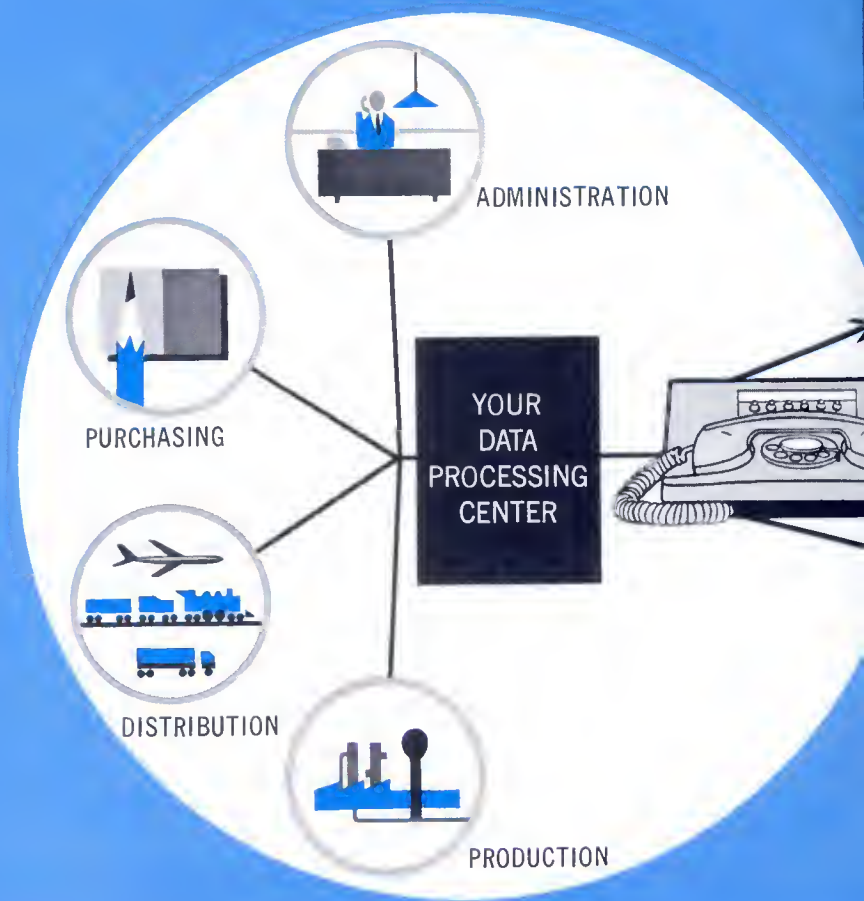


**makes your data communications as quick  
and easy as regular telephone calls**

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**Transmits  
and receives  
business machine codes  
over regular telephone  
lines or private lines—  
across town or  
across the  
nation**



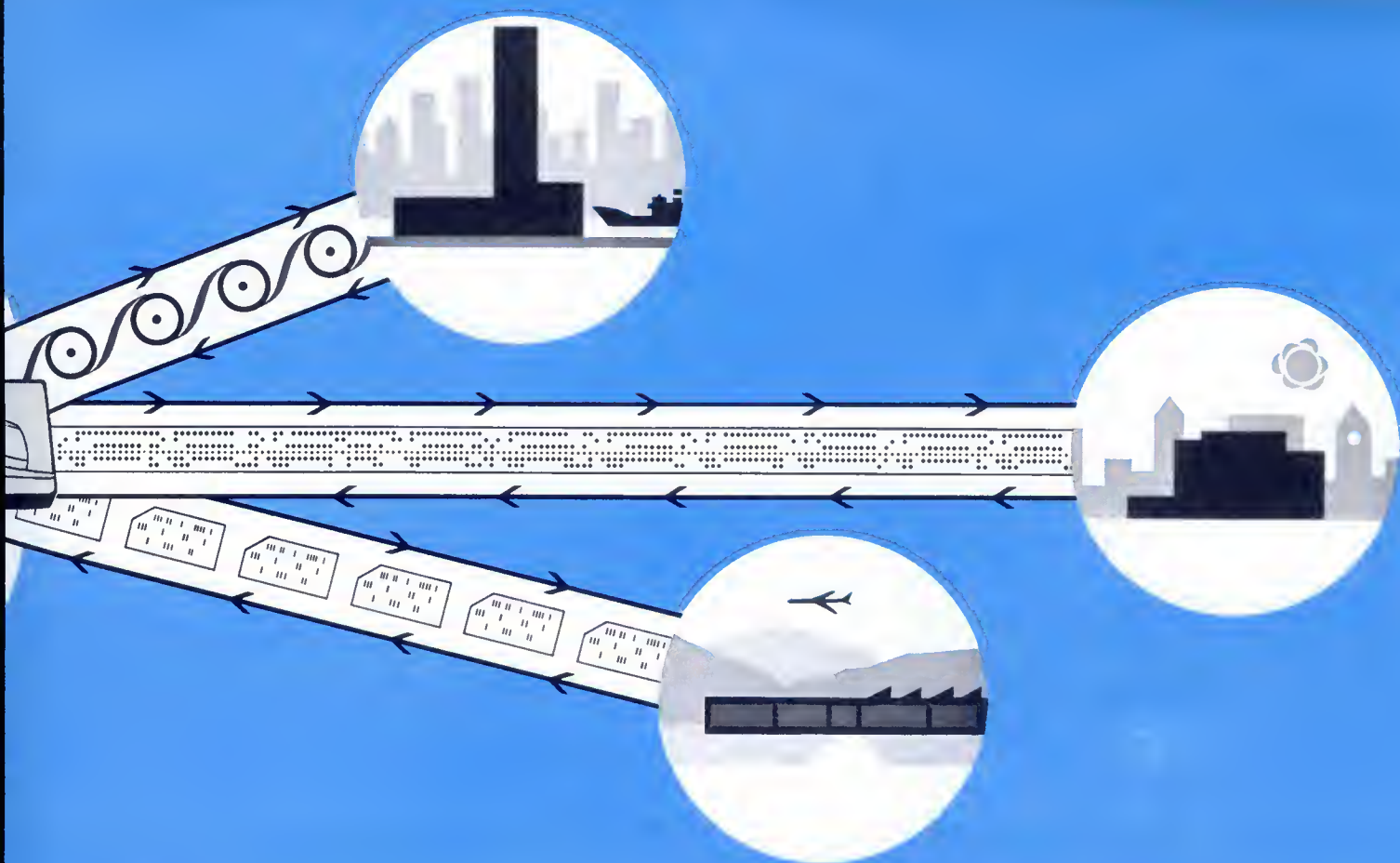
## MEETS YOUR NEEDS FOR FLEXIBLE DATA COMMUNICATIONS

- ☐ Provides direct two-way communications between many types of business machines—
  - operation can be one way or two way nonsimultaneous
- ☐ Transmits and receives at speeds compatible with your business machines—
  - 1200 bits per second
  - 150 characters per second
  - 1500 words per minute
- ☐ Accepts data signals from business machines that use punched cards, paper tape or magnetic tape—
  - converts data signals to appropriate tones for transmission over telephone lines
  - converts tones to data signals for use by business machines at receiving stations
- ☐ Accepts electrical signals directly from computers—
  - makes possible direct computer-to-computer operation
- ☐ Provides DATA-PHONE Service on regular telephone lines for local or long distance data

communications at normal telephone rates—

- combines a data transmitter and receiver with a six-button telephone
- provides two-way voice communications with called data station
- switches from voice to data communications at the touch of a button
- requires minimum training to operate
- ☐ Operates in the same manner on Private Line service or WATS service at a fixed monthly charge.
- ☐ Offers automatic answering and appropriate terminating controls for unattended receiving station—
  - calling stations instruct unattended stations to send or receive data transmissions
  - automatic answer-back signal alerts calling station that receiving machine is connected and can accept the data transmission
  - business machine can automatically disconnect called station





## GIVES YOUR BUSINESS THESE PROFIT-BUILDING ADVANTAGES

- ☐ Affords rapid, direct, low-cost data communications between separate business locations.
- ☐ Makes possible centralized data processing operations—
  - reduces the need for separate data processing equipment at other locations
  - increases the efficiency of existing business machine operations
  - aids in mechanizing clerical workload and reducing human errors
- ☐ Offers an economical means to expand data communications—
  - production plants with company headquarters
  - warehouse with distributing outlets
  - regional sales offices with headquarters
  - purchasing with production
- ☐ Improves business efficiency by collecting current facts and figures that affect the operations of your administrative, purchasing, marketing, sales and distribution functions—
  - adjust production schedules quickly to meet changing market conditions
  - coordinate factory production to inventories
  - avoid out-of-stock situations
  - get up-to-the-minute sales figures and market information
  - gather operating data quickly when it is needed
  - analyze data quickly for timely management decisions
  - speed order processing
  - meet competition more effectively
- ☐ Minimizes total communications cost by using existing communications facilities for data transmissions—
  - transmit and receive data communications on an alternate basis with other services
  - utilize existing facilities to full capacity—WATS, Tie Lines, Private Lines, etc.

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Here's how it will work for you...

across town  
across the nation

LOCATION	TYPE OF BUSINESS MACHINE	TELEPHONE COMPANY EQUIPMENT & CHANNELS	MONTHLY CHARGE
TOTAL TELEPHONE COMPANY CHARGES			



BELL TELEPHONE SYSTEM